MEDIA RELEASE
For Immediate Release

Virgin Mobile Keeping it Simple with new Simple Plans
~ No flag fall; Low flat rate for local and international mobile calls and texts; No contracts ~

Sydney, 1 November 2011: Life’s complicated enough these days without confusing mobile phone plans added to the mix. With so much small print and hidden charges in bills, it is no wonder Aussies are so confused when it comes to mobile phone plans! That’s why Virgin Mobile is proud to introduce the Simple Plan for both Prepaid and Postpaid customers

The Simple Plan offers two no-commitment options that are perfect for those who want an easy to understand plan with no hidden caps or rate plan complexities, made even simpler by the fact you can either bring your own phone and enjoy a no ties month to month contract or choose the Simple Prepaid recharge and enjoy a 90 day expiry.

With one flat per minute rate across calls and texts to a whopping 100 countries, both plans have no call connection fees, no contracts and no surprises but still all the fantastic perks that Virgin Mobile customers have become accustomed to: free voicemail, unlimited mobile calls and text Virgin to Virgin and freedom to rollover your unused plan credit to the following month.

With no commitment and no minimum contracts, the Simple Plans have a 15cent/min flat rate for calls and 15cent text messages and 100MB of data along with $19 worth of call credit. Certainly sounds simple!

“The feedback we have received is that Australians sometimes find the complexities of some rate plans confusing to understand and just want a simple plan that isn’t going to hurt their brain trying to work out how much they are going to be paying. We believe the Simple Plan provides exactly this. Continuing to offer a fair and transparent service to our members is at the core of our business model and these new plans really deliver what consumers have told us they want,” explains Virgin Mobile Marketing Director, David Scribner.

The Postpaid Simple Plan can also be bundled with Virgin Mobile’s Pick & Mix web-only options to give even better value with the option to add extra data, unlimited calls and/or unlimited text - or even add on a handset. For example, for an additional $10 a month, get up to 1GB of data by bundling the new Data Value packs.

Offer Summary: A simple plan for Postpaid or Prepaid customers with a low flat rate for local and international calls and texts, no connection charges and no contracts. For more information on the Simple Plans go to www.virginmobile.com.au/simpleplan

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Notes to Editors:

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About Virgin Mobile
Here at Virgin Mobile, we've been putting our Members first for over 10 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we've been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We've certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than one million Members in Australia. And they're happy Members too: we've been rated the No 1 telco for Customer Satisfaction for some time now, and picked up a swag of awards along the way. And because we use the Optus network it means that up to 97% of the population in Oz can get a Virgin Mobile signal. So come on in, more Members are always welcome!

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